

LORD-YOUNG
Engineering Co., Ltd.
Engineers and Contractors
Panthelon Block, Honolulu, T. H.
Telephones 2610 and 4587.

M'CHESNEY COFFEE CO.
COFFEE ROASTERS
Dealers in Old Kona Coffee
MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
The very best for every use.
J. C. AXTELL'S
Alakea Street

SPECIAL SALE
Grass Linen and Pongee Waist
Patterns
YEE CHAN & CO.
Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
HAWAIIAN JEWELRY NOVELTY CO.
King and Bethel Streets.

JAMES NOTT, Jr.
Plumber and Sheet Metal
Worker.
Phone 2566 74 S. Beretania

Reliable Transfer Co.
PHONE 5319
Bethel St., bet.
King and Hotel Sts.

Economize in everything—
Use White Wings.
At Your Grocer's.

RE-TIRE AND SUPPLY CO.
GUARANTEE
SATISFACTION.
Corner Nuuanu and Pauahi Sts.

PONG INN & CO.
Antiques and Chinese
Merchandise.
Nuuanu, above Pauahi.

Suggestions and designs for
RESETTING AND REMODELING
OLD JEWELRY.
Gold and Platinum Settings.
WALL & DOUGHERTY.

Territorial Agents for—
STANDARD GAS ENGINES
Honolulu Iron Works Company

D. J. CASHMAN
TENTS AND AWNINGS
New Tents & Canopies for Rent
Thirty Years' Experience.
Fort St., near Allen, upstairs.
Phone 1487.

HAVE YOU HAD YOUR FEET
"FOOTGRAPHED" YET?
REGAL BOOT SHOP
Fort and Hotel Streets

PAPER
All kinds of Wrapping Papers and
Twines, Printing and Writing Papers.
AMERICAN-HAWAIIAN PAPER
& SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
Phone 1410. Geo. G. Guild, Gen. Mgr.

The HUB
for Clothes

WIRELESS
TO THE
HONOLULU
MUTUAL TELEPHONE CO., LTD.

PACIFIC ENGINEERING
COMPANY, LTD.
Consulting, Designing and Con-
structing Engineers.
Bridges, Buildings, Concrete Struc-
tures, Steel Structures, Sanitary Sys-
tems, Reports and Estimates on Pro-
jects. Phone 1045.

STEINWAY
Bargains in Other Pianos
PLAYER PIANOS
THAYER PIANO CO., LTD.
156 Hotel Street. Phone 2313.

LEGAL NOTICES.

IN THE CIRCUIT COURT OF THE
First Judicial Circuit, Territory of
Hawaii.
In the matter of the drawings of
Grand and Trial Jurors for the ad-
1916 term of the Circuit Court for the
First Judicial Circuit of the Territory
of Hawaii.

**NOTICE OF DRAWINGS OF GRAND
AND TRIAL JURORS.**
Notice is hereby given that draw-
ings of Grand and Trial Jurors to
serve and act as such during the 1916
term of the Circuit Court for the
First Judicial Circuit of the Territory
of Hawaii will take place in the court
room of the First Judge of the above
entitled court, in the Judiciary build-
ing at Honolulu, City and County of
Honolulu, Territory of Hawaii, on
Monday, the 27th day of December, A.
D. 1915, at the hour of 9 o'clock in
the forenoon of said day.

Dated, Honolulu, T. H., December
15, A. D. 1915.
(Sgd.) C. W. ASHFORD,
First Judge.
(Sgd.) WM. H. WHITNEY,
Second Judge.
(Sgd.) T. B. STUART,
Third Judge.

Attest:
(Sgd.) A. K. AONA,
Clerk, Circuit Court, First Judicial
Circuit, Territory of Hawaii.
6346-Dec. 16, 23.

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii.
At Chambers—in Probate.

In the matter of the estate of Jose
Tavares Lede, deceased.

**NOTICE OF HEARING PETITION
FOR PROBATE OF WILL.**
A document purporting to be the
last will and testament of Jose Tava-
res Lede, deceased, having on the 15th
day of December, A. D. 1915, been pre-
sented to said Probate Court, and a
petition for probate thereof, praying
for the issuance of letters testamentary
to Marianna Lede, widow, having been
filed by her.

It is ordered, that Friday, the 21st
day of January, A. D. 1916, at 9
o'clock a. m. of said day, at the court
room of said court in the Judiciary
building in the City and County of
Honolulu, be and the same is hereby
appointed the time and place for pro-
ving said will and hearing said applica-
tion.

By the Court.
(Seal) A. K. AONA,
Clerk.
Dated, Honolulu, December 15, 1915.
Frank Andrade, Esq., attorney for
petitioner.
6347-Dec. 16, 23, 31, Jan. 6.

IN THE CIRCUIT COURT OF THE
First Circuit, Territory of Hawaii.
At Chambers—in Probate.

In the matter of the estate of J. K.
Kapukui, deceased.
A document purporting to be the
last will and testament of J. K. Kapu-
kui, deceased, having on the 9th day
of December, A. D. 1915, been pre-
sented to said Probate Court, and a
petition for probate thereof, praying
for the issuance of letters testamentary
to some suitable person having been
filed by Wehekeala Pahuole.

It is ordered, that Tuesday, the 4th
day of January, A. D. 1916, at 9 o'clock
a. m. of said day, at the court room
of said court in the Judiciary building
in the City and County of Honolulu,
be and the same is hereby appointed
the time and place for proving said
will and hearing said application.

By the Court.
J. A. DOMINIS,
Clerk, Circuit Court, First Circuit.
Dated, Honolulu, December 19, 1915.
Eugene K. Ahu, attorney for peti-
tioner.
6341-Dec. 9, 16, 23, 30.

BY AUTHORITY.
RESOLUTION NO. 354.

Be it resolved by the Board of Su-
pervisors of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Five Hundred and Seventy-
two Dollars and Three Cents (\$572.03)
be and the same is hereby appropri-
ated out of all moneys in the General
Fund of the Treasury for an account
known as Premium on Bonds.

Presented by
DANIEL LOGAN,
Supervisor.
Honolulu, December 7, 1915.

Approved this 20th day of Decem-
ber, A. D. 1915.
JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6351-Dec. 21, 22, 23.

RESOLUTION NO. 364.

Be it resolved by the Board of Su-
pervisors of the City and County of
Honolulu, Territory of Hawaii, that
the sum of Fifteen Hundred Dollars
(\$1500.00) be and the same is hereby
appropriated out of all moneys in the
Permanent Improvement Fund of the
Treasury of the City and County of
Honolulu for the account of Parking
Kalaheka Avenue.

Introduced by
CHAS. N. ARNOLD,
Supervisor.

Date of introduction:
Honolulu, December 7, 1915.

Approved this 20th day of Decem-
ber, A. D. 1915.
JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6351-Dec. 21, 22, 23.

**OFFICE OF THE DEPARTMENT OF
PUBLIC INSTRUCTION.**

Honolulu, Hawaii, Dec. 17, 1915.
All bills against the Department of
Public Instruction of the Territory of
Hawaii, incurred during the present
biennial period, beginning January 1,
1914, and ending December 31, 1915,
and remaining unpaid, must be for-
warded to the office of the Depart-
ment of Public Instruction, properly
made out on the regular forms, not
later than January 7, 1916, to insure
payment of same.

HENRY W. KINNEY.
6349-4t

**STAR-BULLETIN GIVES YOU
TODAY'S NEWS TODAY.**

Home Course in Advertising

Told Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School

IN 90 CHAPTERS **A CHAPTER A DAY**



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER XXXIV.

STORE CONDITIONS HELP DECIDE AD QUESTIONS

There are many store conditions which tend to determine a retailer's advertising problems. For instance, it is quite essential to know whether to have your ad appear on Monday, or Wednesday, or Friday, or when.

This question is always determined by the kind of store—by an analysis of the individual problems. If you are advertising bargains in competition with all the other stores in town you will probably want your advertising to appear the day before the day which is commonly regarded as "Bargain Day" in that town. In such cities, by common consent, Friday seems to be "Bargain Day." Consequently, Thursday is a good time to advertise if you offer bargains in general competition, because the shopping public will be down town that day and it is easier to get them to walk from some other store to yours than it is to persuade them to take the trouble to come all the way down town just to look over the merchandise you advertise.

On the other hand, many advertisers might better choose days other than Thursday and Friday. Of course, your ad in a paper that has a thousand ads is apt to be less effective than if it were among fewer ads. Consequently, if you do not depend upon the Friday shopping crowd, perhaps you had better use the Saturday or Monday editions when the paper would have fewer ads against which your naturally compete—at least for attention.

There is no rule as to this point, either. It depends entirely on the particular store. In fact, many stores find it profitable to go into the papers on Sunday, and the theory is that though there is a lot more advertising on that day, it is also true that people have more time to study over the advertising on Sundays.

But, above all this there is another point which should be obvious. A retail advertiser can use the best kind of judgment as to where to place his advertising. He may accurately answer the question: "When is the best time to run my advertising?" He can use perfect "copy"—truthful, conservative and effective. And yet he may fail—yes, he is sure to fail if he does not give the service. For, what he has to sell is merchandise—and merchandise is value plus service. And if he falls down on either, he disappoints. This will lose him trade as fast as if he were to be untruthful in his advertising.

That is axiomatic. But there is one little point in connection with retail newspaper advertising to which the wise retailer gives attention more and more every day. That is the cooperation on the part of the salespeople in the store. Formerly the usual advertiser would simply trust that the people in the store would see the store's advertising in the papers. Now he makes his staff look at the announcements.

The big retail advertisers today realize that efficiency demands that salespeople keep up with the store's advertising. In some stores, the management actually holds classes to explain the things offered, so that every employee will be intelligent when approached by a customer who has come in as the result of the advertising.

The sales person is about the biggest factor in advertising in the last analysis. The vice president of a nationally known glove industry recently stated that in seven cases out of ten the sales person determines what brand of glove a woman shall buy. Most people think that the actual public demand for this or that, is everything. But when it comes right down to it, the demand is largely in the sales person's mind. This manufacturer told a story about a store in Detroit. The manager of the glove department said: "We can't sell your brand—the demand is for such and such a glove." The manufacturer asked him what he meant.

"Why," replied the buyer, "nine people out of ten who come in here for gloves ask for your competitor's brand."

The manufacturer challenged the truth of the buyer's conclusion. To test it out, they stood there and counted. Of the seven people who came in for gloves while he was there, not one of them asked for any particular brand. They all simply asked for "a pair of gloves" and the sales persons said: "You mean such-and-such a glove?" In most cases the customer said "yes." So, that demand in the mind of the sales person was interpreted by the department manager as a real demand in the mind of the public.

It follows, then, that this cooperation of the sales person is the biggest asset a manufacturer can get in his retail distribution. Likewise, it is also absolutely necessary for the retailer to create such intra-mural cooperation if he is to make his advertising approach the ideal of efficiency.

The exports of logs and round tim- 000 feet. The exports went to Ger-ber from the United States in 1914 many, the United Kingdom, Canada were approximately 135,000,000 feet, and the Netherlands, whereas the im-while the imports were nearly 140,000, ports came chiefly from Canada.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Friday, Dec. 24.
San Francisco—Chiyo Maru, T. K. K. str.
Saturday, Dec. 25.
Maui, Molokai, Lanai—Mikahala, I. I. str.
Hilo—Mauna Kea, I. I. str.
Kauai—Kinai, I. I. str.
Sunday, Dec. 26.
(No ships scheduled.)

VESSELS TO DEPART

Friday, Dec. 24.
Yokohama—Chiyo Maru, T. K. K. str.
Kauai—W. G. Hall, I. I. str.
Saturday, Dec. 25.
Hilo—Mauna Kea, I. I. str.
Sunday, Dec. 26.
San Francisco—Great Northern, Hill str.

MAILS

Mails are due from the following points as follows:
San Francisco—Chiyo Maru, Dec. 24.
Japan and Philippines—Nippon Maru, Jan. 4.
Australia—Sonoma, Dec. 28.
Vancouver—Makura, Dec. 29.
Mail will depart for the following points as follows:
San Francisco—Great Northern, Dec. 26.
Philippines and Japan—Chiyo Maru, Dec. 24.
Australia—Makura, Dec. 29.
Vancouver—Niagara, Jan. 7.

TRANSPORT SERVICE

Logan, bound for Panama from San Francisco.
Thomas, due here January 4 from Manila.
Sheridan, sailed December 15 for Manila.
Sheridan, at coast.
Dix, sailed December 11, for Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS DEPARTED

Per I. I. str. Mauna Kea, for Maui and Hilo, December 22.—W. K. Buchanan, Mrs. G. L. Kopa, Master A. Auld, Master S. Auld, H. F. Barclay and wife, Wm. Bennett, H. Stockham, H. A. Austin, Miss M. Sniffen, Miss Lucy Searle, Mrs. W. Buchanan, Miss L. Buchanan, Master Buchanan, Miss Downer, Miss Crumpton, Miss M. Hastings, Miss S. Dow, Miss H. Lytle, Miss J. Matthews, Miss Taylor, Mrs. Taylor, Miss Hattie Kong, Kong Sing Loy, Miss Kim Toni, Mrs. Alkue and child, Miss V. Caetano, J. E. Gannon, Mrs. Chas. Farden, Mrs. Swarz, Miss I. Farden, W. Swarz, V. K. Tilton, Miss Tilton, Mrs. L. Crabbe, C. L. Crabbe, Mr. Crabbe, Leong Fook, Mr. and Mrs. E. K. Akina and infant, Mrs. D. Clarke, Wm. Gregor, L. L. Wheeler, H. C. Wheeler, O. L. Sorenson, Mrs. W. S. Buman, Miss G. Buman, Rev. R. B. Dodge and wife, Mrs. Hiratsu, J. A. Wilson, G. Kretschmar.

PASSENGERS EXPECTED

Per Matson str. Manoa, due from San Francisco Tuesday morning, December 28—Geo. F. Cooke, Mr. Baker, G. G. Kinney, Mrs. J. A. Hughes, Mrs. E. N. Hester, Miss J. L. Underwood, Mrs. Rothwell, Geo. Hutchinson, Dr. Fred Alsop, Stephen M. Lee, Mrs. W. H. Greenwell, S. E. Taylor, Mrs. L. F. Carpenter, Dr. Seton, Mrs. Sturrock, C. D. Holman, Fred Harris, J. B. Newkirk, Martin Leisler, John Liggett, Jr., Miss Amy Brannan, Edwin A. Cooper, Mrs. Baker, Miss Irene Hughes, E. N. Hester, Miss Ruth Hoag, Mrs. W. M. Weddick, Miss Emma L. Babbitt, C. B. Blum, W. A. Taylor, W. H. Greenwell, Y. Takakawa, Mrs. S. E. Taylor, Mrs. E. C. Garvin, Mr. Sturrock, R. B. Hale, Mrs. C. D. Holman, Charles Rice, Mrs. J. B. Newkirk, Chas. Leisler, Mrs. Olding and children, Mrs. T. H. White.

BUILDING PERMITS

W. K. Ahn, owner. Location is mauka side of King street 250 feet Ewa from Aala street. Store, M. Fujita, builder. Estimated cost is \$300.
K. S. Oshiro, owner. Location is Kalihi-uka, Ewa side of Kalihi road, one-half mile mauka from School street. Milk dairy. Oshiro, builder. Estimated cost is \$250.
Hee Hop Hee Kwong, owner. Location is Ewa side of Fort street extension 1000 feet, mauka from School street. Dwelling. Chang Chan, architect. Wong Wong, builder. Estimated cost is \$700.
N. Yokota, owner. Location is Kalihi-uka, Waikiki side of McNeil street, 150 feet makai from Fourth street. Dwelling. M. Fujita, builder and architect. Estimated cost is \$200.

ENDS HIS LIFE TO ESCAPE LUXURY PROVIDED BY SON

CHICAGO, Ill.—Accustomed through life to the hard toil of a blacksmith, then suddenly projected into luxury and idleness, was too much for August Weegman, father of Charles Weegman, president of the local Federal league baseball club, so he cut his throat in the home of his son.

He was 65 years old, and for nearly 50 years had worked as a blacksmith in Richmond, Ind. His son came to Chicago, made a fortune in the restaurant business and prevailed on his parents to leave the plain old home

GERMAN LUTHERAN CHURCH

25. Dezember, Vormittags 11 Uhr: Festgottesdienst.
26. Dezember, Vormittags 11 Uhr: Gottesdienst. Nachmittags 5 Uhr: Kinderfeier. Abends 8 Uhr: Gottesdienst.
31. Dezember, Abends 8 Uhr: Silvesterfeier mit heiligem Abendmahl.
1. Januar, Vormittags 11 Uhr: Neujahrsfeier.
2. Januar, Vormittags 11 Uhr: Gottesdienst.
6352-2t

OCEANIC STEAMSHIP CO.

8 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:	FOR SYDNEY:
Sonoma Dec. 28	Ventura Jan. 3
Sierra Jan. 18	Sonoma Jan. 24
Ventura Feb. 8	Sierra Feb. 14
Sonoma Feb. 29	Ventura March 6

C. BREWER & COMPANY, L.L.D., General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:	FOR SAN FRANCISCO:
S. S. Manoa Dec. 28	S. S. Wilhelmina Dec. 29
Matsonia Jan. 4	Manoa Jan. 4
S. S. Lurline Jan. 11	J. S. Matsonia Jan. 12
S. S. Wilhelmina Jan. 18	S. S. Lurline Jan. 18

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:	FOR SAN FRANCISCO:
S. S. Chiyo Maru Dec. 24	S. S. Tenyo Maru Dec. 21
S. S. Tenyo Maru Jan. 14	S. S. Nippon Maru Jan. 5
Nippon Maru Jan. 29	S. S. Shinyo Maru Jan. 18
Shinyo Maru Feb. 11	Chiyo Maru Feb. 15

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. PANAMAN, to sail about December 25th.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent.
H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver	For Suva, Auckland and Sydney
Niagara Jan. 7	Makura Dec. 29
Makura Feb. 4	Niagara Jan. 29

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"

The Fastest and Most Luxurious Ship in Pacific Waters.

Leave Honolulu Dec. 26, Jan. 15, Feb. 4, Feb. 26, Mar. 16.
Arrive San Francisco Dec. 31, Jan. 20, Feb. 9, Mch. 2, Mar. 21.

One Way \$65 up. CLASS \$45 up. AGE \$35 up. ROUND TRIP \$130 up.

FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC.,
FRED L. WALDRON, LTD., Agents Honolulu

NOTICE TO SHIPPERS.

The S. S. "Mauna Kea" will sail Christmas Day at 4:00 p. m. instead of 3:00 p. m.

Ship freight Friday, as no freight will be received on Saturday other than baggage and ice house goods.
L. I. S. N. CO., LTD.
Phone 4941. 6352-3t.

NOTICE TO SHIPPERS.

The S. S. Claudine will sail this and next week, Thursday, 5 p. m., instead of Friday. Returning, leaves Kahului Friday, 4 p. m., instead of Saturday.
L. I. S. N. CO., LTD.
Phone 4941. 6351-3t.

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT and TICKETS

Also reservations any point on the mainland.
See WELLS-FARGO & CO., 72 S. King St. Tel. 1515

OAHU RAILWAY TIME TABLE

OUTWARD
For Wahiawa, Wahiawa, Kahuku and way stations—9:15 a. m., 9:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., 9:15 a. m., 11:30 a. m., 2:15 p. m., 3:30 p. m., 5:15 p. m., 7:30 p. m., 11:15 p. m.
For Wahiawa and Lihalehua—10:20 a. m., 12:40 p. m., 5:00 p. m., 11:00 p. m.

INWARD
Arrive Honolulu from Kahuku, Wahiawa and Wahiawa—8:35 a. m., 5:21 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—7:45 a. m., 8:35 a. m., 11:02 a. m., 1:40 p. m., 4:25 p. m., 5:31 p. m., 7:50 p. m.
Arrive Honolulu from Wahiawa and Lihalehua—9:15 a. m., 1:55 p. m., 4:01 p. m., 7:10 p. m.

The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:35 a. m. for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Wahiawa.
Daily, except Sunday, Monday only, G. P. DENISON, F. C. SMITH, Superintendent. G. P. A.